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Oriental Art Goods
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Best in the City.
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"NAMCO" CRABS, packed in
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Everything Musical
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Makes more copies and
less dirt!
KEELOX CARBON
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HONOLULU

PURE ISLAND MILK AND
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Honolulu Dairymen's Assn.,
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James Whitcomb Riley said
he would be well dressed if he
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easily be well dressed if you
buy at
THE CLARION.

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To Love Bldg., 1144-1146 Fort Street.
Under New Management.
BAILEY FURNITURE CO.

Sachs for
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Old Mayflower
Kona Coffee
always pleases.
Phone 1271.

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STEWART**
SAN FRANCISCO
Geary Street, just off Union Square
European Plan \$1.50 a day up
Breakfast 50c Lunch 50c Dinner \$1.00
Most Famous Hotel in the United States
New steel and concrete structure.
350 rooms, 250 connecting
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STRICTLY FIRST CLASS
100 ROOMS 50 BATHS

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Delightful Rooms; Perfect
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Most Popular Beach Resort in
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Rates that are Right—
American and European Plan.
"On the Beach at Waikiki"

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Best
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Women's
and Chil-
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You will find in Hats bought of
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The correct expression of style
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"THE STORE FOR GOOD
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**Canton Dry Goods
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You are losing money if you are
missing our
Duplicate Christmas Order Sale
THE IDEAL

Home Course in Advertising
To be Conducted in this Paper by Alex F. Osborn, Instructor in Advertising, Buffalo YMCA, High School
IN 90 CHAPTERS
A CHAPTER A DAY
FOR THE MERCHANT MAN FOR THE MANUFACTURER FOR THE AMBITIOUS YOUTH

CHAPTER IV.
DISTRIBUTION THROUGH EXCLUSIVE AGENCIES.

There is another system of distribution by which the producers have their own agents and their own retail stores, although they also sell in practically every hamlet in the country. They also sell in practically every hamlet in the country to put their goods on the counter.

This is the system of many of the big candy companies. They have their own stores in some places. In other places they sell through the independent dealer's store. In each locality you must decide which way you want to use. If you, as a manufacturer, have your own retail branch, then the other dealers in that community feel reluctant to have to compete at retail with the manufacturer himself. Therefore they would be unlikely to buy any goods from that same factory.

In a system of this kind, by which you install your own retail outlets, your advertising must be versatile. First, it must create a favorable atmosphere. As to its further details of method and purpose, particular conditions must determine.

For instance, there would be the question of whether as manufacturer or jobber you would appoint independent dealers as exclusive agents. This would mean that in a given locality where you have no retail store of your own you would have to choose between the two that are now there. One is run by Frank Smith and the other by John Jones. Suppose your product is a certain kind of laundry soap. Your salesman goes to Smith and says: "Here, you be our exclusive agent in this town. We won't sell to Jones at all. Therefore, if you teach your customers that our soap is best, they can't go to Jones for it, because Jones won't have it. So, you see, it will be worth while for you to recommend and push my goods." That is the idea of a system which includes the principle of exclusive agencies by which you sell your goods to only one dealer in each locality.

The objection to this method is that when you go to Smith and sell him your soap and say that Jones can't have your soap, you cut down your possible market. You decrease the amount that you can sell. Each dealer has 500 customers, let us say. You get only the 500 possibles that Smith has. The 500 customers who deal at Jones' are excluded as prospects. And yet, to the 500 customers that your chosen dealer has, you will probably sell more soap than if Smith did not handle it exclusively. Because Smith now recommends it and more of his own customers will probably buy than if Jones had your soap, too.

There are certain things which it is necessary to sell through exclusive agencies. Fine furniture—particularly sectional bookcases—seem to be in this class. Such, as a rule, are sold solely through exclusive agencies, for the reason that each one of them has broad competition. Each of these manufacturers must fight competitors who seek to sell at much lower prices. The persuasion of an intelligent salesman on the floor is required to make people willing to pay the extra money that they have to pay for those particular articles as against something nearly as good that they might get for less money.

As a rule, the manufacturer who sells his goods by this exclusive agent distribution plan, does not try to work the same scheme in a big city, for the reason that here the dealers are not in such personal competition with each other. In the small town two or more dealers might be fighting each other tooth and nail so that if Smith handled your goods, that might be one reason why Jones would not want to.

That is the negative reason for a one-dealer-in-a-town sales system. The positive reason is that a salesman can get a dealer's cooperation if he lets him have the line exclusively. That would make a very good reason why Smith would want to sell your goods. Therefore, it follows that this exclusive-agent distribution plan works best in the smaller places where there is a personal competition among the dealers.

Where people figure carefully on the purchase of a particular commodity, there you find the persuasion of a personal salesman necessary. To get that factor in your favor, you must have the active cooperation of the store in which your goods are sold. The ideal of this kind of personal salesmanship is possible only in factory-owned stores. The next best way is by exclusive agencies. In some cases, a combination of those two plans, together with general retail handling in the biggest cities, may prove to be your best method of wholesale distribution.

FROM THE ISLAND EXCHANGES

The County Marketing Recommendation.
The supervisors should not consider too casually the suggestion made by Mr. L. A. Thurston that a county marketing division ought to be established in Hilo, because his critics say his only motive is to increase the business of the transportation company which he represents. His letter to the county board shows that he has devoted much thought to the consideration of the proposed plan, a study which perhaps to one else on the island would have been inspired to make. If the supervisors find that his plan is a practical one, which the county now or later can finance, they should provide for the marketing division. What they should not be guilty of is ignoring the recommendation. Too seldom on Hawaii attention is given to subjects of public service and the practice should be encouraged, not the reverse. It is not a remiss to remind the supervisors that

even if profits for the Hilo railroad seem at first study the most probable result of the experiment, this is an argument in its favor. Often, not occasionally, anything which aids the transportation business of a community aids all other similarly located commercial enterprises.—Hilo Tribune.

BRITISH SEIZURE OF NEUTRAL MAIL MATTER
WASHINGTON, D. C.—Unofficial advice received at the state department indicated that recent seizures by Great Britain of neutral mails in transit to the United States from Europe were prompted chiefly by a desire to recover Belgian and French securities confiscated by the German military authorities. Such papers, of high commercial value, it was said, have been sent from German sources to this country to be sold, the mails of Switzerland and Holland being used for their movement.

**MOVEMENTS OF
MAIL STEAMERS**

VESSELS TO ARRIVE
Wednesday, Jan. 19.
Kauai—Maui, I. I. str.
Thursday, Jan. 20.
Maui—Candine, I. I. str.
Friday, Jan. 21.
(No ships scheduled.)

VESSELS TO DEPART
Wednesday, Jan. 19.
San Francisco—Sierra, Oceanic str.
Hilo—Maui, I. I. str.
Thursday, Jan. 20.
Kauai—Maui, I. I. str.
Kauai—Kauai, I. I. str.
Friday, Jan. 21.
Maui—Candine, I. I. str.

MAILS
Mails are due from the following points as follows:
San Francisco—Sonoma, Jan. 24.
Japan and Philippines—Persia Maru, Feb. 6.
Australia—Sierra, tomorrow.
Vancouver—Niagara, Jan. 26.
Mail will depart for the following points as follows:
San Francisco—Sierra, tomorrow.
Japan, China and Philippines—Nippon Maru, Jan. 29.
Australia—Sonoma, Jan. 24.
Vancouver—Makura, Feb. 4.

TRANSPORT SERVICE
January 7.
Thomas, at coast.
Sherman, at Manila.
Sheridan, sailed Jan. 15 for Guam and Manila.
Dix, at Manila.
Warren, in the Philippines.
Buford, at Cristobal.

PASSENGERS DEPARTED
Per Hill Jiner Great Northern, for San Francisco Saturday night: Mrs. Alexander, Wausau, Wis.; Mrs. R. Alexander, Wausau, Wis.; Walter Alexander, Wausau, Wis.; W. A. Anderson, San Francisco, Cal.; L. J. Ardite, Honolulu; E. S. Aldrich, Cincinnati, O.; J. A. Blair, Portland, Ore.; Mrs. Beers and Miss Beers, Los Angeles, Cal.; Miss Briggs, Los Angeles; A. W. T. Bottomley and wife, Honolulu; Takashi Banno, Japan; J. S. Bailey, Honolulu; W. S. Brown, Wichita, Kans.; Mrs. F. C. Beck, Philadelphia, Pa.; H. U. Birdseye and wife, Detroit, Mich.; M. Brash, wife and infant, Honolulu; C. Butler, San Francisco; Miss Jennie Barr, San Francisco; Mrs. M. Berger, Honolulu; Misses Gladys and Winifred Berger, Honolulu; Misses Harriet and Laura Connor, Burlington, Ia.; Miss M. Codrill, San Francisco; E. F. Connor and wife, Burlington, Ia.; Stephen A. Clark and wife, San Diego, Cal.; Gen. J. S. Carr, Durham, N. C.; H. Campbell, Detroit, Mich.; Fred Eckert and wife, Williston, N. D.; J. B. Foote and wife, Chicago; B. Foote, Chicago; Miss M. Franklin, New York; Miss Rose Fegter, San Pedro, Cal.; J. M. Gouvea, Hilo, Hawaii; W. Green, Honolulu; W. A. Gill, Master W. Gill and Miss Frances Gill, Honolulu; Morris Goldstein, San Francisco; Mrs. Howard Gilmore, Boston, Mass.; J. C. Goodwin, Los Angeles; Dr. Nat Green, Glendale, Cal.; Howard Gilmore, Boston, Mass.; J. Dr. and Mrs. W. S. Harvey, Dr. and Mrs. M. Hasenmiller, West Baden; G. W. Hoobler, Omaha, Neb.; Mrs. M. Harris, Honolulu; Miss A. Huseman, Berkeley, Cal.; H. Heydenreich, Honolulu; Miss M. Johnson, Wausau, Wis.; Manuel C. Jardine, wife and two infants, Honolulu; Mrs. W. P. Jones, Schofield Barracks; Simon A. Kohn, Chicago; Miss Grace Knight, San Francisco; E. C. Klinker, Cleveland, O.; Mrs. E. C. Klinker, Cleveland, O.; Miss E. Kemp, Honolulu; Mrs. and Mr. F. H. Kanne, San Pedro, Cal.; R. A. Karns, Honolulu; R. C. Lee and wife, Los Angeles; B. Metts, London, Eng.; Dr. J. R. Minahan, New York; H. A. McClelland, Sacramento, Cal.; Mrs. J. S. McClelland, Sacramento; Miss Jessie McClelland, Sacramento; Mrs. T. Morton, San Francisco; Dr. Catherine C. Manion, Portland, Mrs. J. H. Montgomery, Pittsburg, Pa.; Thos. Brant Morgetts, Alberta; Mrs. E. C. Middleditch, Peru, Ind.; James Murray, Honolulu; J. J. McNally and wife, Billings, Mont.; Master J. J. McNally, Billings; Mrs. R. J. MacMillan, Honolulu; Nobori Miyake, San Francisco, Cal.; W. F. M. O'Brien, Salt Lake City, Utah; Miss Oakley, Los Angeles, Cal.; Asagiro Okihara, Seattle; T. Pearson, San Francisco; Waldo G. Paine, Spokane, Wash.; Miss Paine, Spokane; J. H. Pusey, Lynn, Utah; H. F. Proctor, Honolulu; Dr. J. C. Peden, Honolulu; Dr. W. W. Reid, New York; Sprague Riegel, San Francisco; Jules P. Rego, Honolulu; Mrs. E. Ramsay, San Francisco; Mrs. I. M. Rogers, Grover, Colo.; Chas. Rieman, Wausau, Wis.; Mrs. C. V. Sturtevant, San Francisco; Master Burrows Sturtevant, San Francisco; E. M. Scoville and wife, Honolulu; Masters H. H. and J. M. Scoville, Honolulu; Mrs. H. E. Sherman, Long Beach, Cal.; J. C. Silva, Honolulu; Miss Edith Stevenson, San Francisco; Dr. Geo. Sichel, San Francisco; E. Sachs, San Francisco; J. W. Sells, Santa Monica, Cal.; Mrs. J. W. Sells, Santa Monica; G. J. Slade, Los Angeles; M. A. Silva, Honolulu; W. S. Warren, Jr., New York; E. F. Schmidt, Honolulu; J. G. J. Slate, Haarlem, Holland; Mrs. C. D. Thompson, Spokane; Miss Vida Tournay, San Francisco; Mrs. George Tournay, San Francisco; R. L. Talbot, Walla Walla, Wash.; Miss E. M. Wolford, Portland, Ore.; Roy Wimber and wife, Portland, Ore.; Mrs. H. E. Welty, Honolulu; Mrs. W. D. Whitman, Hilo; Mrs. F. S. Warren, Honolulu; Nobuchi Yamagata, San Francisco; J. L. Young, Honolulu; Jack Meade, San Francisco; Miss Purdie Meade, San Francisco; Miss B. Kohn, San Francisco; W. H. Freeze, Los Angeles; Morris Brownstein, San Francisco.

The Reading Iron Co., announced an increase of 5 to 10 per cent. in wages. About 3,500 men will benefit.
Dr. David F. Wheeler of Buffalo, one of the Americans in the Foreign Legion, was awarded the War Cross by the French government.

OCEANIC STEAMSHIP CO.

5 1/2 DAYS TO SAN FRANCISCO.
FOR SAN FRANCISCO:
Sierra Jan. 18
Ventura Feb. 9
Sonoma Feb. 29
Sierra March 21
C. BREWER & CO., LTD. :: :: :: General Agents
FOR SYDNEY:
Sonoma Jan. 28
Sierra Feb. 14
Ventura March 8
Sonoma Mar. 27

Matson Navigation Company

Direct Service Between San Francisco and Honolulu
FROM SAN FRANCISCO:
S. S. Wilhelmina Jan. 18
S. S. Manoa Jan. 25
S. S. Matsonia Feb. 1
S. S. Lurline Feb. 8
S. S. Hyades, Seattle for Honolulu direct, January 25, 1916.
FOR SAN FRANCISCO:
S. S. Lurline Jan. 18
S. S. Wilhelmina Jan. 26
S. S. Manoa Feb. 1
S. S. Matsonia Feb. 9
CASTLE & COOKE, LIMITED, Agents, Honolulu

TOYO KISEN KAISHA

Steamers of the above company will call at and leave Honolulu on or about the dates mentioned below:
FOR THE ORIENT:
S. S. Tenyo Maru Jan. 14
Nippon Maru Jan. 29
Shinyo Maru Feb. 11
Persia Maru Feb. 29
FOR SAN FRANCISCO:
S. S. Shinyo Maru Jan. 18
Chiyo Maru Feb. 15
Tenyo Maru Mar. 7
S. S. Nippon Maru Mar. 22
CASTLE & COOKE, LIMITED, Agents, Honolulu

AMERICAN-HAWAIIAN S. S. CO. THE PANAMA CANAL LINE
A Steamer will be despatched from NEW YORK FOR HONOLULU and Pacific Coast Ports every TEN DAYS via Straits of Magellan. From SEATTLE and TACOMA, S. S. ALASKAN, to sail on or about February 13th.
For particulars as to rates, etc., apply to
C. P. MORSE, General Freight Agent. H. HACKFELD & CO., LTD. Agents.

CANADIAN-AUSTRALIAN ROYAL MAIL LINE
Subject to change without notice.
For Victoria and Vancouver: For Suva, Auckland and Sydney
Makura Feb. 4
Niagara Mar. 3
Niagara Jan. 28
Makura Feb. 23
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4 1/2 DAY SERVICE TO THE MAINLAND

Same Rate San Francisco
Same Rate Los Angeles
THE FLOATING PALACE OF THE PACIFIC
"S. S. GREAT NORTHERN"
The Fastest and Most Luxurious Ship in Pacific Waters.
—FOR THE MAINLAND—
Leave Honolulu Jan. 15, Feb. 4, Feb. 26, Mar. 16
Arrive San Francisco Jan. 20, Feb. 9, Mch. 2, Mch. 21
One Way \$65
Up and TOURIST \$45
Up and STEER \$35
Up and TRIP \$130
Up and FARES \$130
FOR RESERVATIONS, DESCRIPTIVE LITERATURE, ETC.,
FRED L. WALDRON, LTD., Agents :: :: Honolulu

POSTOFFICE TIME-TABLE FOR MONTHS

The following postoffice time-table for the remainder of January and the first half of February has been arranged, being, of course, sometimes subject to change if sudden arrangements are made for unexpected mail service:
UNITED STATES MAIL STEAMERS
Steamers to arrive from—
Jan. 19—Sierra Sydney
24—Sonoma San Francisco
25—Manoa San Francisco
26—Niagara Vancouver
27—Seattle Maru Moji
28—Nippon Maru San Francisco
Feb. 1—Matsonia San Francisco
1—Great Northern San Francisco
4—Makura Sydney
5—U. S. A. T. Logan Manila
6—Persia Maru Hongkong
8—Ventura Sydney
8—Lurline San Francisco
11—Shinyo Maru San Francisco
14—Sierra San Francisco
15—Wilhelmina San Francisco
15—Chiyo Maru Hongkong
15—U. S. A. T. Thomas, San Francisco

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Hawaiian Electric Co.

FREIGHT and TICKETS
And reservations any point on the mainland.
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OAHU RAILWAY TIME TABLE

OUTWARD
For Waianae, Wailua, Kahuku and way stations—9:15 a. m., *9:30 p. m.
For Pearl City, Ewa Mill and way stations—7:30 a. m., *9:15 a. m., *11:30 a. m., *2:15 p. m., *3:30 p. m., 5:15 p. m., 7:30 p. m., *11:15 p. m.
For Wahiawa and Lihue—*10:30 a. m., *12:40 p. m., *5:00 p. m., *11:00 p. m.
INWARD
Arrive Honolulu from Kahuku, Wailua and Waianae—*8:35 a. m., *5:11 p. m.
Arrive Honolulu from Ewa Mill and Pearl City—*7:45 a. m., *8:35 a. m., *11:02 a. m., *1:40 p. m., *4:26 p. m., *5:31 p. m., *7:30 p. m.
Arrive Honolulu from Wahiawa and Lihue—*9:15 a. m., *1:55 p. m., *4:01 p. m., *7:10 p. m.
The Hawaii Limited, a two-hour train (only first-class tickets honored) leaves Honolulu every Sunday at 8:30 a. m. for Haleiwa hotel; returning arrives in Honolulu at 10:10 p. m. The Limited stops only at Pearl City and Waianae.
*Daily, except Sunday. Sunday only, G. P. DENISON, F. C. SMITH, Superintendent, G. P. A.